### **CLEVELAND COUNTY**



### A Program of TSET



The Oklahoma Tobacco Helpline provides free telephone and web-based coaching sessions, free nicotine patches, gum and lozenges to all Oklahomans each year, 24/7.

### OKLAHOMANS SERVED:

County FY21:

1,142

County Cumulative FY03-FY21:

26,591

State Cumulative FY03-FY21:

523,994

### HEALTH **INDICATORS**

2020 OKLAHOMA STATE DEPARTMENT OF HEALTH



**CANCER DEATHS** 

171.1

144.1

ADULT SMOKING RATE

**OBESITY RATE** 

(%)

**PREVALENCE** OF DIABETES

(%)

(Rate per 100,000) (Rate per 100,000) 180.2

244.1

168.2

COUNTY **OKLAHOMA** U.S. 136.8

14.1% 19.1%

15.5%

(%)

35.1% 36.4%

9.9% 13.0%

31.9% 10.6%



These TSET grants work with local community partners to help prevent cancer and cardiovascular disease by reducing tobacco use and obesity.

\$466,053 invested in your community FY21-FY22

\$2,068,000 invested in your community FY16-FY20

#### **Grantees FY21-FY22**

Norman Regional Health System Serving Cleveland County

\$466.053



These TSET grants are for schools, school districts and local communities to promote wellness through policies and strategies that encourage healthy eating, physical activity and tobacco-free lifestyles.

\$258,000 invested in your community

### **Healthy Communities Incentive Grants**

City of Lexington \$20,000 City of Noble. City of Moore \$10,000 City of Normal	
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### **Healthy Schools Incentive Grants**

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1-7	Little Axe Public Schools\$6,000
Lincoln Elementary School \$3,000	Jefferson Elementary School \$10,000
Truman Primary School \$4,000	Norman Public Schools \$100,000



TSET Food Systems Impact Grants provide immediate relief to increased need for food during the COVID pandemic and support partnerships that seek to increase the availability of healthy foods.

2020 District Cumulative: \$96.544

# **TSET**

405.521.3888 | TSET.OK.GOV Board of Directors Chair Michelle Stephens Executive Director Julie Bisbee

### Grantees

Regional Food Bank of Oklahoma

Serving Oklahoma, Canadian, Cleveland and Tillman counties

\$96.544

### TSET'S MISSION: TO REDUCE PREVENTABLE DEATH IN OKLAHOMA.

## 3 BEHAVIORS









**Sedentary** Lifestyle

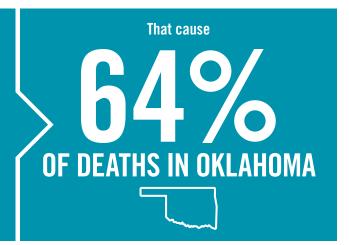
## Lead to 4 CONDITIONS











**TSET INVESTS IN:** 



**Tobacco Cessation** 







**IN OKLAHOMA:** 



1 IN 6 HIGH SCHOOL STUDENTS IS OBESE

1 IN 3 ADULTS IS OBESE

1 IN 6 HIGH SCHOOL STUDENTS

**SMOKING:** 

7.500 ADULT DEATHS EACH YEAR 1.300 KIDS BECOME DAILY SMOKERS EACH YEAR

\$138 MILLION IS SPENT BY TOBACCO INDUSTRY ANNUALLY TO MARKET TOBACCO IN OKLAHOMA

### **MOVING THE NEEDLE:**

**ADULT SMOKING-PREVALENCE** 28.6%

19.1% 2020

SMOKING AMONG KIDS **CUT IN HALF** 

RESEARCH DOLLARS LEVERAGED AFTER TSET'S INVESTMENT



MORE THAN 470,000 PEOPLE SERVED BY THE OKLAHOMA TOBACCO HELPLINE



THROUGH THE MEDICAL LOAN REPAYMENT PROGRAM, 90 PHYSICIANS HAVE OR ARE CURRENTLY PRACTICING IN RURAL AND UNDERSERVED AREAS OF OKLAHOMA